

ABSTRACT OF DISCLOSURE

5 An information provision method comprises, a step
of storing contents containing a moving image and being
associated with an article constituted by characters or a
still picture on a paper publication, which has contents
locating information indicating a location of said contents
and being printed within or in the vicinity of the article,
in a server on a communication network, a step of reading
the contents locating information on the paper publication
10 by a portable information terminal apparatus; and a step of
displaying the contents corresponding to said contents
locating information on a display of said portable
information terminal apparatus accessing the server and
acquiring the contents based on the contents locating
15 information.